

JUNE 35c

America's Top Beauties

FROLIC

THE MAGAZINE OF ENTERTAINMENT

Why It's True
What They Say
About Paree!

HOW TO SELL
BATHING SUITS
TO ESKIMOS

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FROLIC

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Address _____

City _____

Age _____

Height _____

Weight _____

Sex (Male)

(Female)

Nationality _____ Religion _____

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Month _____

Day _____



WANTED: A COLOR CAMERA

*It's a shame to photograph Grace Carroll
and not capture her fiery red hair. Yet,
she still takes lovely
pictures, 'cause she's
so Grace-ful. Yes?*

Though part French, Grace has
a colleen's smile to prove that
one grandma came from Erin.

She's done bits in movies and
fans who've seen her have de-
veloped an appetite for a heavier
diet of this pert redhead.



Grace has hair for technicolor,
has shape for cinemascopic, too!



She has talent to boot in her twinkle toes.
Dancing in Reno she was golden at Golden.



In Vegas they were "sahara" when
she left the Sahara to do film.



SHEER BEAUTY

Luscious Janet Johnson is the latest "find" of Bunny Yeager, famous model and photographer. Janet's a Hollywood (Fla.) gal and her breath-taking loveliness is destined to make her a Hollywood (Calif.) star. Guys will be waxing loud about this Johnson, whose glamor will shine on for a long, long time!

A country girl originally, Janet was planning to become a student of agriculture until Bunny Yeager discovered her and convinced her to model. Now she plans to try acting.

Like most Florida girls she loves outdoor activities, especially swimming in the surf. Since she's bright it was easy for her to learn to "surf" up beauty before the photogs.



A movie scout saw this "still life" of Janet and exclaimed, "Boyl I'd like to see this beauty in action. That's what movies are for." We're all for it, too!



NOTE-Y
'N
NICE



Nobody laughs when Jean Jani sits down to play. The reason is that in addition to being an ornament to the piano, Jean's got a real talent for tickling the ivories. It's sweet music, even just to look at!

GAY REFLECTION

Carol Baker is happy for
this breather from her
job of lingerie modeling.



*Marsha Marshall will be a tonic to H'wood.
She'll put the motion into motion pictures.*

If movies are to get better and better, this newly arrived brunette will be a reason.

THE MARSHALL PLAN

A skilled actress, Marsha doesn't believe in old-fashioned star system, rates talent over personality.





Gardner, expect Marlene will play similar roles.



Though she swims and hikes,
Judy's no tomboy. It's obvious!



HOME on the range doesn't mean tending the kitchen stove to wily blonde Judy Piacenti. No sir. She's out there on the plains where the sun and the stars rule, where the skies are not cloudy all day. Judy is an outdoor lassie all the way, and the proof is in the photo below that she's a native of New York City.

Yet, this curvaceous beauty is making her desire pay off, cause foto's find her one of the best outdoor models around. She has that natural, healthy

kind of healthy looks, too.

OUTDOOR GAL

Effervescent Judy

Piacenti is a doll who

knows how to make

spaces. A date with

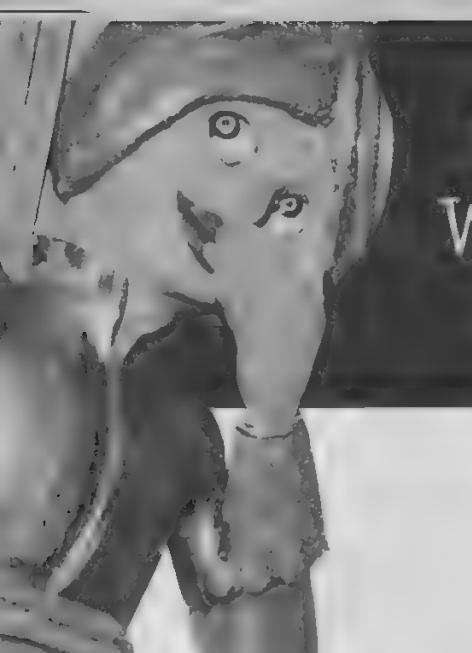
Judy Piacenti

even the healthiest

gals will be

*Barefoot gal with charm that's
like no foliage describe Judy,
who'd never get lost in woods.*





Why It's True What They Say about Paree



Folies Bergere beauties are among the lowest paid showgirls in the world. But, brother, do they love the work!

PAREE—city of light and lovelies, citadel of sex à la Francaise and a town where what's here today is real gone tomorrow! Yessiree, 50 million Frenchmen may not always be right, but they sure don't mind going wrong—particularly since there's no harm in it, and what goes on (and comes off) is really setting the style for the rest of the world at play. With night clubs like the Eve, Friede's, the Moulin Rouge and Les Naturists, no wonder the city rocks from dusk to dawn.

Here it is, a zing-side seat to the zestiest



Above is one of the reasons GI Joe sometimes forgot to write home after a trip to Montmartre. Rt., Corinne Chaminoux, Place Pigalle's new heat wave!

And then, of course, there's the famed Folies Bergere which features beauties from all over the world, including the Scandinavian. But Paree's not all night clubs, either. It's also a state of mind and neither the natives nor the tourists mind it at all. Just ask the GI who definitely didn't want to leave a fabulous playground, where once a year, a "Miss Vice" is crowned, and where you can find curvaceous charmers competing in beauty contests all year 'round—during the day at the beach and in clubs at night. Where else, too, can you find the kind of ingenuity that thinks up an undress-your-own-torso-tosser gimmick. But that's exactly what happened at the Eve,

show on earth where everything goes 'n' goes 'n' goes



WHY IT'S TRUE WHAT THEY SAY ABOUT PAREE...

Continued

where customers were provided with fish poles and told to hook onto loops in the exotics' costumes! There are peep shows and weep shows, gore at the Grand Guignole, and if you're fancy there is a Left Bank existentialist hang-out, the Doorway to Hades or the Bucket of Blood will give you all the local color you'll ever desire. In the Spring or in the Fall, wherever your pedal extremities take you, you'll find fascinating femmes, ranging from movie stars like Brigitte Bardot to sexotics like Laine Moreau, who does the Dance of the Seven Veils with only one. Not even the Seine is overlooked, as any gendarme who has ever raided a midnite swim party can tell you, (that is, if he's not assigned to the Beau Arts Ball—where you definitely don't dress.) Yes sir, things really happen beyond the blue horizon of the Atlantic and that's one of the reasons Paree will always rock and roll. But don't take our word for it, grab a look for yourself at Paree behind-the-scenes, and ahead of the times! Voila!

In this novel beauty contest at the Taboo, customers were invited to place-the-face. Or the figure!



◀ 50 million Frenchmen didn't go wrong when they nicknamed Domenico (40-24-36) Paree's 'Venus.'



FROLIC'S cute candid camera caught this fine midnite caper as midinettes sneaked in a swim.



If you're wondering why Parisians love to read, here's one answer: Martine Brioux ▶ whose 36-24-34 is headline news!





Oh, to be Sick!

In her native Los Angeles, Jan was a tomboy all during her school years. It's a clinch her classmates wouldn't recognize her now.

Luscious Jan Parker makes our temperature go up, our pulse quicken and our head spin. We know there's nothing wrong, but we might as well be sick. Why not? This beauty's a nurse.





Before becoming a nurse Jan was a telephone operator, seamstress, bookkeeper.

Modeling enables her to supplement her income so she can become an MD.

Like the heroine of "Spellbound" Jan wants to be a psychiatrist. With her as a doctor, it would be fun to have a neurosis and be spellbound by her beauty.





One Good Turner

*...deserves another, and here she is in the appealing person
of Barbara Turner, a girl who really doesn't have to depend on reflected
glory—she has charm aplenty by any name.*





VEIL of MYSTERY

*What is the beauty of
Monica Lee like? Turn
the page and you'll
see that her glamor
is just heaven-Lee!*

VEIL OF MYSTERY continued

Monica's not only a top-drawer cover gal, but she also appears on TV. This lovely blonde puts the vision into television.

A fashion-minded beauty, she's always a hit with fotogs, 'cause she knows how to put the mode into modeling on every job.





**Veil may give Monica aura of mystery
but you have to admit she does more
for the veil than it does for her.**

Cleverly she turns her veil into a
snood. Here she shows you how to
be popular — through veddy snooty.



**So what if Salome did have seven veils! Monica
shows what can be done with only one. As you
can obviously see — all's veil that ends veil.**





HEAT RAYE

Even in quiet repose, Vicki's compressed vitality would power a rocket ship to the most distant planet in space.

Resting between numbers, Vicki's mind dwells on her next energetic dance.

Scientists should try to harness the volcanic energy that propels torso-twisting Vicki Raye in an exotic dance.





With a little help from her friends...
The night shall well with a hot jazz electric show...
Turn her into a wild whirling Dervish—and the hearts will

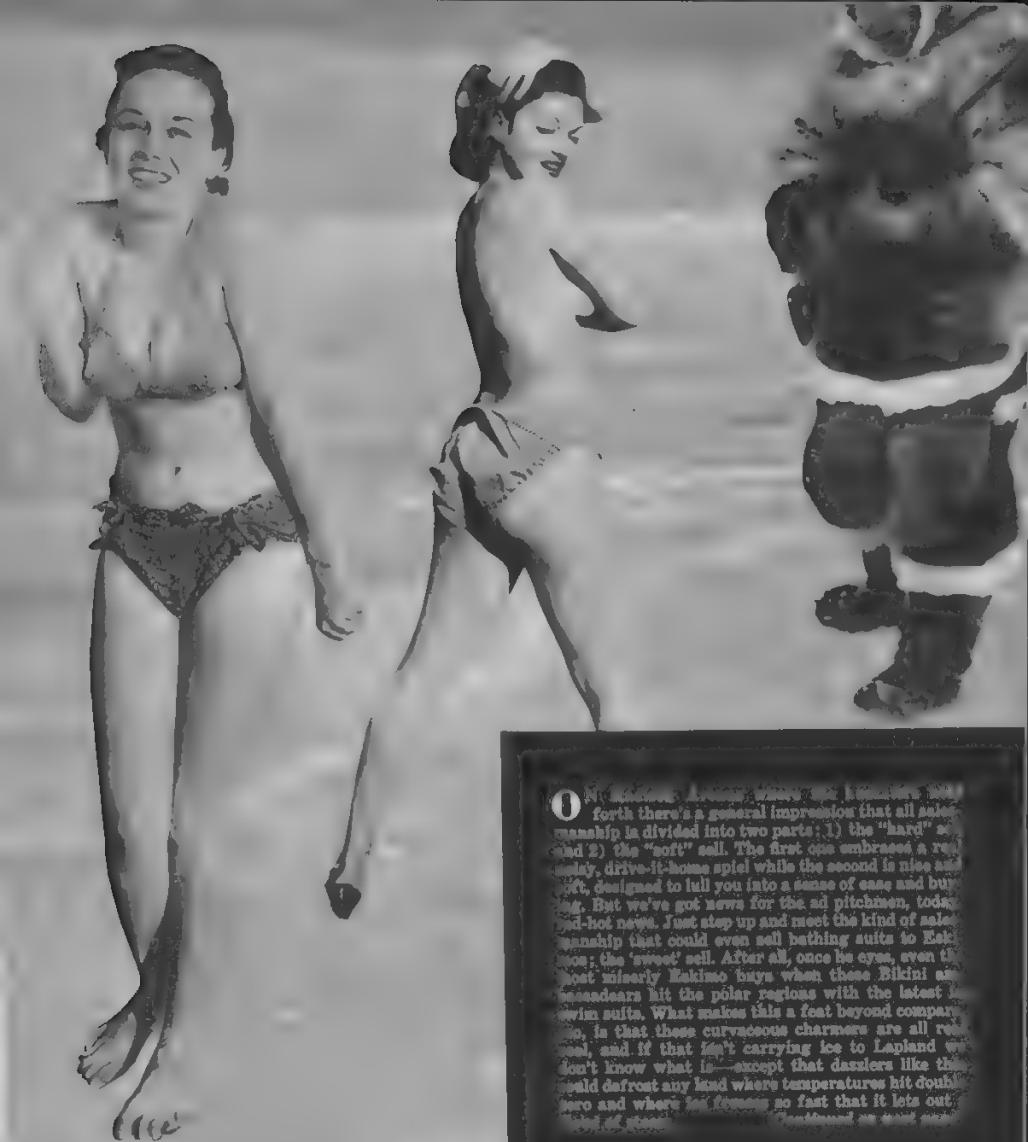


HOW TO SELL BATHING SUITS TO ESKIMOS

Everything's streamlined these days, including sales talks. But when these lovelies invade the polar regions it's a cinch they'll have the blubber boys running around in Arctic circles!

The midnite sun would be a lot sunnier with curvaceous Sunny Rios, l., around. And Shirley Lee would add a thrill to the land of chill.

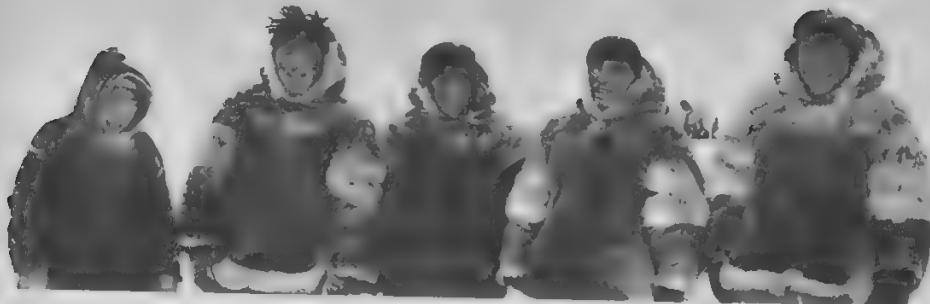




Eskimos have always gotten a boot out of walloping a walrus, but for real kicks wait 'till they get a load of Jana Jones' 36-24-36. And when it comes to defrosting frigid zones, Toni Turner, or rt., is it

Only in America where we're so jaded do we go forth there's a general impression that all salesmanship is divided into two parts: 1) the "hard" sell and 2) the "soft" sell. The first one embraces a ready, drive-it-home spiel while the second is nice and soft, designed to lull you into a sense of ease and buying. But we've got news for the ad pitchmen, today's big hot news! Just step up and meet the kind of salesmanship that could even sell bathing suits to Eskimos, the "sweet" sell. After all, once the eyes, even the most miserly Eskimo buys when these Bikini beauties hit the polar regions with the latest in swim suits. What makes this a feat beyond compare, is that these curvaceous charmers are all real, and if that isn't carrying ice to Lapland we don't know what is—except that dandies like the cold defrost any land where temperatures hit double zero and where *ice cream* so fast that it lets out a *smile*. —Continued on page 29

HOW TO SELL BATHING SUITS TO ESKIMOS... (CONTINUED)



There was a time when all an Eskimo did during summer was fish and hunt to lay away stores for winter, but any day now you'll probably be hearing about beauty contests as these swimsuits hit the Arctic markets. Those Nanooks of the North are a cinch to trade their pemmican for a polka-dot Bikini, complete with chassis, especially the kind of curvaceous forms displayed by this bevy of beauties headed by Sunny Rios, Shirley Lee, Hope Diamond and Laura Saadi. In fact, if things keep going the way they are it wouldn't surprise us to read an ad for

Minsky's Igloo featuring fabulous femmes on frozen runways—even if the runways wouldn't stay frozen long. It may still be true that it's a tough job to sell ice boxes to the Eskimos, but what bothers us is that no one ever thought they might be interested in bathing suits. And, since seeing is believing, here's the reason we know every polar playboy is ready to drop his sales resistance and head for the nearest Greenland general store. Buying bathing suits for beauties like these is a feather in any Arctic wolf's cap. Ice cap, that is!

Who could ask for anything more than Bobbie Burl's 38-24-34 frame to make a picture? How fur can a polar bear's fur go? any artist would love to paint? Who needs an Arctic landscape with scenery like this? Fur enough to grace Sue Sonelli!!





Polar nights are six months long, but a charmer like Hope Diamond makes the daze last all year!



Ice boxes? Eskimos may turn 'em down but none would nix a not-so-frigid dish like lissome Laura Saadil



And who wouldn't pass the word that even better'n Byrd would be an expedition by Wanda Waite-side, I?

TEXAS BRAND OF BRANDY



D-a-double l-a-s spells Dallas—and the guys down there are no longer the mos' happy fellas since beautiful Brandy Bryan left for Hollywood. This 20-year-old Brandy is of the blue-ribbon variety—mild and easy to take. Fotogs expect her to win even greater prizes!



We could gag it up about Brandy being an intoxicating beauty and a hundred proof Texan, but the truth of the matter is she's a teetotaler. So take tea and seal



There aren't any mavericks down Texas way when it comes to rav- ing about this Dallas doll. Tho' she's left, they still hold her dear deep in the heart of Texas.

AMERICA'S GREATEST INSTITUTION



All Europeans admire American bathrooms. We have all the ultra-modern improvements, as are shown below with the lovely Shower Queen—Joyce Crane.



LES BLONDIES

*Do you agree with the current surveys
that gentlemen prefer blondes—that more
blondes wear mink, marry younger?*

Who wouldn't agree with the polls where magnificent Jean Adair is concerned? The combination of her charms and dancing ability rates her high among gals preferred.

Beautiful Eve Marlowe adds fuel to the fire in presenting this posed proof that blonde bathers look better in bikinis.





JEAN ADAIR

A favorite light subject is gorgeous, glowing Jean Adair, who puts the spark in many a show with her sensational and eye-appealing bird dance.



It's hard to see why
she's popular with audiences.
Her figure graceful movement,
no cat is to a Jean Adair's
bird dance that isn't the greatest.



EVE MARLOWE

Not only do gentlemen prefer blondes
like Eve, but so do photographers.

LES BLONDES cont.



All poll takers must agree that a blonde like Eve Marlowe can be spotted up to one thousand yards on any given beach.

And every man will concur that Eve is the most beautiful beachcomber of all. She collects driftwood and small shells.





Jean Addair, in her metropolitan apartment, makes a ritual of her morning cigarette and a peek at the weather before dressing. Eve Marlowe, below, makes a ritual of the beach.



TARS IN HER AYES



Adele Baker says she likes having sailors in her audience. "They're so appreciative and enjoy my dancing so much," says she. But a guy doesn't have to be a sailor to enjoy her brand of entertainment. She wows GIs and civilians, as well as the bell-bottom trouser boys!

NAME THAT JUNE!



... your eye-Q is on the beam, she is closer to you than you think!

Don't be a dummy! June-a-busting-out all over in modeling these days. Can you unmask this eye-ful named June M. _____?

See next page

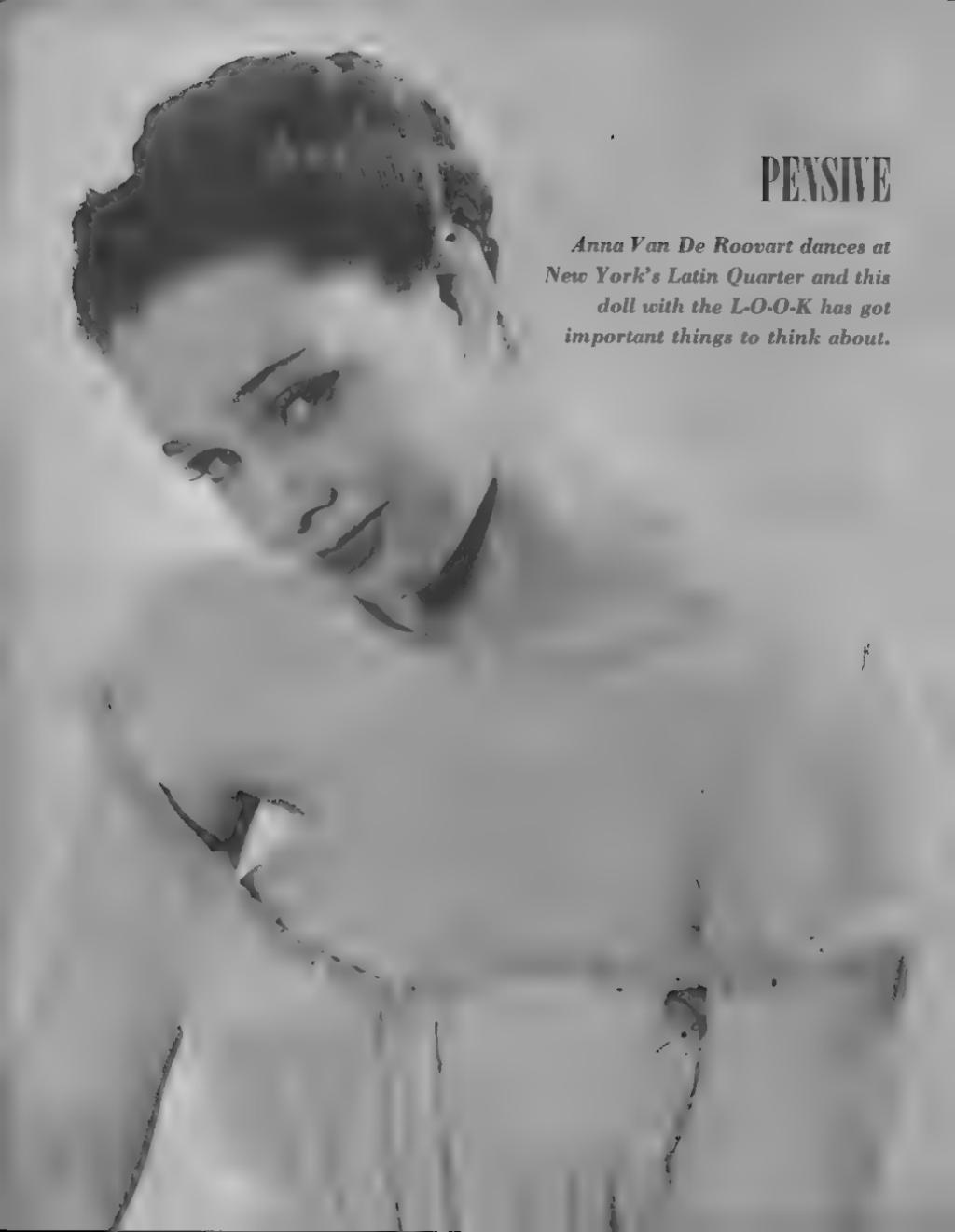


If you couldn't place the face perhaps you placed the pace—'cause June McCall's always busy, busyl



When not racing her sport car, current FROLIC cover girl's a cinch to be posing for photographers.





PENSIVE

Anna Van De Roovart dances at New York's Latin Quarter and this doll with the L-O-O-K has got important things to think about.



Kathy is an explosive performer,
a red-hot sizzler on the stage.



A REAL FIRECRACKER!



*Meet Kathy Kelly, who's
called Firecracker. She was
born on the 4th of July!
A 5-foot-2 salute, she's
a sultry dancer to boot!*



In spare time she makes driftwood lamps for her friends, but during her working hours she gets fans drifting in to see her!



She's a great hepcat, and her favorite pets are cats, too, but Siamese kind.



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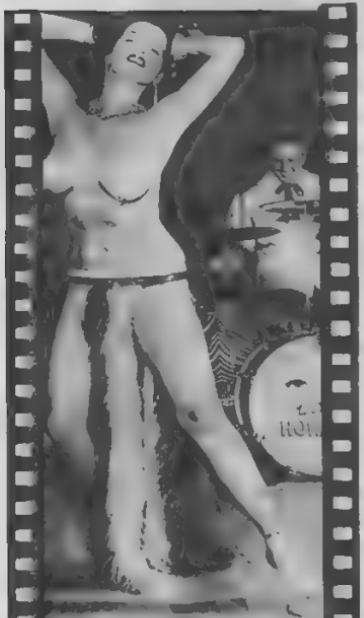
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SPORTSMAN'S POST

366 Madison Ave., Dept. AG New York 17

WILL YOU SPEND \$2 TO SAVE YOUR HAIR?

How many hard-earned dollars have you spent to save your hair? How many hair tonics, gadgets, restorers, electrical devices, have you tried in the last few years—with no success? How many times after an unsuccessful hair-growing attempt have you sworn not to spend another cent on another hair treatment?

Yet, you buy the next product that comes on the market with hair-growing claims.

Stand in front of a mirror, take a long hard look at the top of your head. What have you to show for the money you spent on hair restorers? Do you have as much hair as one year ago? Do you see any signs of new hair, or new hair growth? Why the failure?

CAN YOU GROW HAIR?

Doctors who have spent a lifetime studying hair and hair growth have concluded that nothing now known can grow hair on a bald head. So, if you are bold, prepare to spend the rest of your life that way. Accept it philosophically and quit spending hard-earned dollars on hair growers.

If you can't grow hair—what can you do? Can you stop excessive hair loss? Can you save the hair you still have? Can you increase the life expectancy of your hair? Probably. Please read every word in the rest of this statement carefully, since it may mean the difference to you between saving your hair and losing the rest of it to eventual BALDNESS.

HOW TO SAVE YOUR HAIR

Itchy scalp, hair loss, dandruff, very dry or oily scalp, are symptoms of the scalp disease called seborrhea. These scalp symptoms are often warnings of approaching baldness. Not every case of seborrhea results in baldness, but doctors now know that men and women who have this scalp disease usually lose their hair.

Seborrhea is believed caused by three parasitic germ organisms (*staphylococcus albus*, *pitrysporum ovale*, *micro-bacillus*). These germs first infect the sebaceous glands and later spread to the hair follicles. The hair follicles atrophy, no longer can produce new hairs. The result is "thinning" hair and baldness.

Many men and women suffer needless worry and heartache as they peer into the mirror at their retreating hairlines. Worse, they suffer needless loss of hair because today seborrhea can be controlled—quickly and effectively—by treating



your scalp with the amazing scalp medicine called Ward's Formula.

DOUBLE MONEY BACK GUARANTEE

In seconds, Ward's Formula kills the three parasitic germ organisms retarding normal hair growth. This swift germicidal action has been proven in scientific tests by a world-famous testing laboratory (copy of laboratory report sent on request). Ward's removes infectious dandruff, stops scalp itch, brings hair-nourishing blood to the scalp, tends to normalize very dry or oily scalp. In brief Ward's Formula corrects the ugly symptoms of seborrhea, stops the hair loss it causes. Ward's Formula has been tried by more than 350,000 men and women on our famous Double-Your-Money-Back Guarantee. Only 1.9% of these men and women were not helped by Ward's and asked for their double refund. This is truly an amazing performance.

Why not join the men and women who have successfully ended their troubles? Treat your scalp with Ward's Formula. Try it at our risk. In only 10 days you must see and feel the marked improvement in your scalp and hair. Your dandruff must be gone. Your scalp itch must stop. Your hair must look thicker, more attractive, and alive. Your excessive hair loss must stop. You must be completely satisfied—in only 10 days—with the improved condition of your scalp and hair, or simply return the unused portion for Double Your Money Back. So why delay? Delay may cost your hair.

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Doctors and hospitals can obtain professional samples of Ward's Formula on written request.

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Send C.O.D. I will pay postman \$2 plus postal charges.
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and 4½ inches on
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never constipated."

—Harry Nevin, Canada

"I gained 34 lbs.
and increased my
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—Stanley Lynn, Calif.
"What a difference!
I have put 3½ inches on my chest
(normal) and 2½ inches expanded."

—F. S., New York

"Gained 29 lbs.
When I started

you course I
weighed only 142.
Now I weigh 170."

—T. R., New York

"The benefits are
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week my chest
increased one inch,
my chest two inches."

—E. M., Conn.

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